

A STUDY ON THE FACTORS AFFECTING JOB SATISFACTION AMONGST EMPLOYEES OF FAST FOOD RESTAURANTS

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DECLARATION

I hereby declare that “A STUDY ON THE FACTORS AFFECTING JOB SATISFACTION AMONGST EMPLOYEES OF FAST FOOD RESTAURANTS” is my own work, that it has not been submitted for any degree or qualification.

I certify that any help received in preparing this thesis and all sources used have been acknowledged in this thesis.

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ABSTRACT

The purpose of this study was to investigate the factors affecting job satisfaction at fast food restaurants. In this study the population targeted employees of fast food restaurants. The restaurants include Alor Setar and Penang's KFC, McDonalds, and MYFC. The data was collected and administered by means of a structured questionnaire based on the Minnesota job satisfaction questionnaire (MSQ).

The study showed that organizational factors such as work conditions, pay, fairness, and promotion significantly influenced employee job satisfaction in fast food restaurants. However, individual factors such as age and gender did not significantly influence employee job satisfaction in fast food restaurants.

The research provided a better understanding regarding the factors affecting job satisfaction in fast food restaurants. Thus, it emphasizes that there is still a need to conduct additional research to filling the gaps that have not been solved in the current study. In the final chapter, some recommendations were provided for future use to any researcher in this academic field.

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“Seek knowledge from the cradle to the grave.”

- Prophet Muhammad

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CHAPTER 1

BACKGROUND OF THE STUDY

1.1 Introduction

Job satisfaction has been a matter of concern and attention in any field of business nowadays. Organizations realize that employee job satisfaction is the essential element to increase customer satisfaction and keep their business running, as competition is getting more intense. Employee dissatisfaction will usually spread their problem to their workmates and word of mouth can do a lot of harm to an organization. The dissatisfied employee complaints can be a useful source of information for the organization to develop their business strategies and formulate their tactical decisions.

The rapid development and expansion of the fast food industry has also generated a lot of internal management problems in fast food restaurants; a low level of employee job satisfaction has brought difficulties to increasing service quality (Yi, 1993). The factors affecting employee's satisfaction in current fast food restaurants include: long working hours, work pressure, the low level of treatment, bad working environment, less promotion opportunities, work unfairness, low salary level, etc.(Liu, 2004), and these problems have always been trouble for employees.

In Malaysia, the food service industry is one of the major industries that plays an important role in the everyday life of the staff (Wang 2004). Job satisfaction played a key role in the fast food restaurant business (Dalton, 2003). Because all fast food restaurant services depend on employees to achieve their business goal(Yi, 1993),

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